

Global Network Week March 14-18, 2016

Behavioral Economics, Finance and Marketing --- DRAFT SCHEDULE

|             | Sunday                       | Monday  | Tuesday  | Wednesday   | Thursday        | Friday  |  |  |
|-------------|------------------------------|---|--|---|-----------------|---|--|--|
| 8:00-8:15   | Students Arrive to New Haven | Breakfast & Registration<br><i>Classroom 2410</i>   |  | Trip to New York City and Company Visits  |                 |   |  |  |
| 8:15-8:30   |                              |   |  |   |                 |   |  |  |
| 8:30 - 8:45 |                              | Welcome & Overview<br><i>Classroom 2410</i>   | Breakfast & Overview<br><i>Classroom 2410</i>  |   |                 |   | Breakfast<br><i>Classroom 2410</i>   |  |
| 8:45 - 9:00 |                              |   |  |   |                 |   |  |  |
| 9:00 - 9:15 |                              |   |  |   |                 |   |  |  |
| 9:15-9:30   |                              |   |  |   |                 |   |  |  |
| 9:30-9:45   |                              |   |  |   |                 |   |  |  |
| 9:45-10:00  |                              |   |  |   |                 |   |  |  |
| 10:00-10:15 |                              |   | <b>Overview of Behavioral Finance (9:00am-12:00pm)</b><br>Professor Nicholas Barberis<br><i>Classroom 2410</i> | <b>Problem Framing (9:00am-12:00pm)</b><br>Professor Nathan Novemsky<br><i>Classroom 2410</i> |                 | Breakfast & Overview<br><i>Classroom 2410</i> | <b>Final Presentation Preparations (9:15am-12:15pm)</b><br><i>2nd Floor Breakout Rooms</i> |  |
| 10:15-10:30 |                              |   |  |   |                 |   |  |  |
| 10:30-10:45 |                              |   |  |   |                 |   |  |  |
| 10:45-11:00 |                              |   |  |   |                 |   |  |  |
| 11:00-11:15 |                              |   |  |   |                 |   |  |  |
| 11:15-11:30 |                              |   |  |   |                 |   |  |  |
| 11:30-11:45 |                              |   |  |   |                 |   |  |  |
| 11:45-12:00 |                              |   |  |   |                 |   |  |  |
| 12:00-12:15 |                              |   |  |   |                 |   |  |  |
| 12:15-12:30 |                              |   |  |   |                 |   |  |  |
| 12:30-12:45 |                              |   | Lunch (12:00-1:30pm)<br>TBD  |   |                 | Lunch on own (12:00-1:30pm)                   | Lunch (12:15-1:15pm)<br><i>Classroom 2410</i>  |  |
| 12:45-1:00  |                              |   |  | Lunch & Yale Tour (12:00-2:30pm)  |                 |   |  |  |
| 1:00-1:15   |                              |   |  |   |                 |   |  |  |
| 1:15-1:30   |                              |   |  |   |                 |   |  |  |
| 1:30-1:45   |                              | <b>MAM Overview</b><br><i>Classroom 2410</i>  |  |   |                 |   |  |  |
| 1:45-2:00   |                              |   |  |   |                 |   |  |  |
| 2:00-2:15   |                              |   |  |   |                 |   |  |  |
| 2:15-2:30   |                              |   |  |   |                 |   |  |  |
| 2:30-2:45   |                              |   |  |   |                 |   |  |  |
| 2:45-3:00   |                              |   |  |   |                 |   |  |  |
| 3:00-3:15   |                              |   |  |   |                 |   |  |  |
| 3:15-3:30   |                              |   |  |   |                 |   |  |  |
| 3:30-3:45   |                              |   |  |   |                 |   |  |  |
| 3:45-4:00   |                              |   |  |   |                 |   |  |  |
| 4:00-4:15   |                              | <b>Framing Effects, Context Effects and Choice Architecture (2:00-5:00pm)</b><br>Professor Shane Frederick<br><i>Classroom 2410</i> |  |   |                 |   |  |  |
| 4:15-4:30   |                              |   | <b>Influence and Persuasion (2:30-4:00pm)</b><br>Professor Zoë Chance<br><i>Classroom 2410</i>                 |   |                 |   |  |  |
| 4:30-4:45   |                              |   |  |   |                 |   |  |  |
| 4:45-5:00   |                              |   |  |   |                 |   |  |  |
| 5:00-5:15   |                              |   |  |   |                 |   |  |  |
| 5:15-5:30   |                              |   |  |   |                 |   |  |  |
| 5:30-5:45   |                              |   |  |   |                 |   |  |  |
| 5:45-6:00   |                              |   |  |   |                 |   |  |  |
| 6:00-6:15   |                              |   |  |   |                 |   |  |  |
| 6:15-6:30   |                              |   |  |   |                 |   |  |  |
| 6:30-6:45   |                              |   |  |   |                 |   |  |  |
| 6:45-7:00   |                              |   |  |   |                 |   |  |  |
| 7:00pm      | Informal Gathering at BAR    |   | Small Group Dinners  |   | Karaoke Evening |   |  |  |